

ORDER



Orders	Order / Rev:	168415	WDJT-TV-LP
	Alt Order #:	06360263	Matthew Norten
	Product Desc:	CROSSROADS GPS	HDC
	Estimate:	1076	Sales Region:
	Flight Dates:	10/09/12 - 10/15/12	
	Original Date / Rev:	10/01/12 / 10/01/12	
	Order Type:	GENERAL	
Agency	Name:	Crossroads Media	
	Buying Contact:	Noelle Ramsey	Cash
	Billing Contact:	66 Canal Center Plaza	Broadcast
		Alexandria, VA 22314	EOM/EOC
			Agency Commission:
			15%
Advertiser	Name:	Issue/Crossroads GPS	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL Issue	Order Separation:
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, POL, ISS	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	15	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14,875.00	0.00
Totals	15	\$17,500.00	\$14,875.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$291,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WITI	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTV	1%	\$2,916.67
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/12/12	10/12/12	Letterman 1035p-1135p CM		1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1	\$400.00			0.00					
E 2	WDJT	10/12/12	10/12/12	Wheel of Fortune 630p-7p CM		M-F 630p-7p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				630p-7p/Wheel!											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1	\$1,500.00			0.00					

Order / Rev: 168415
 Alt Order #: 06360263
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Issue/Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 1076

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/15/12	10/15/12	M-F Late News M-F Late News	CM	10p-1035p		1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12 10/21/12 1----- 1 \$1,600.00 0.00																
E 4	WDJT	10/15/12	10/15/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM	1035p-1135p (10:35 PM-11:37 PM)		1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12 10/21/12 1----- 1 \$400.00 0.00																
E 5	WDJT	10/15/12	10/15/12	Wheel of Fortune 630p-7p M 630p-7p/Wheel	CM	630p-7p		1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12 10/21/12 1----- 1 \$1,500.00 0.00																
E 6	WDJT	10/14/12	10/14/12	Sun Late News Sun Late News	CM	10p-1035p		-----1	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 -----1 1 \$1,600.00 0.00																
E 7	WDJT	10/11/12	10/11/12	M-F Late News M-F Late News	CM	10p-1035p		---1---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 ---1--- 1 \$1,600.00 0.00																
E 8	WDJT	10/11/12	10/11/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM	1035p-1135p		---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 ---1--- 1 \$400.00 0.00																
E 9	WDJT	10/11/12	10/11/12	Wheel of Fortune 630p-7p M 630p-7p/Wheel	CM	630p-7p		---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 ---1--- 1 \$1,500.00 0.00																
E 10	WDJT	10/09/12	10/09/12	M-F Late News M-F Late News	CM	10p-1035p		-1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 -1----- 1 \$1,600.00 0.00																
E 11	WDJT	10/09/12	10/09/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM	1035p-1135p		-1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 -1----- 1 \$400.00 0.00																
E 12	WDJT	10/09/12	10/09/12	Wheel of Fortune 630p-7p M 630p-7p/Wheel	CM	630p-7p		-1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 -1----- 1 \$1,500.00 0.00																
E 13	WDJT	10/10/12	10/10/12	M-F Late News M-F Late News	CM	10p-1035p		--1----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 --1--- 1 \$1,600.00 0.00																
E 14	WDJT	10/10/12	10/10/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM	1035p-1135p		--1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 --1--- 1 \$400.00 0.00																
E 15	WDJT	10/10/12	10/10/12	Wheel of Fortune 630p-7p M 630p-7p/Wheel	CM	630p-7p		--1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12 10/14/12 --1--- 1 \$1,500.00 0.00																

Totals 15 \$17,500.00